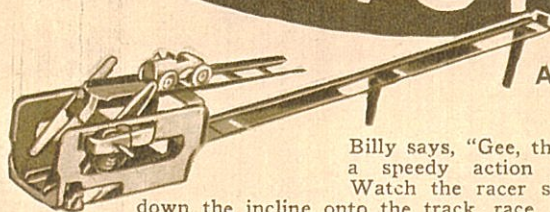




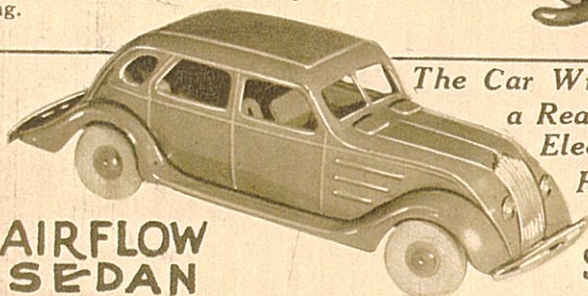
Billy Recommends THESE MECHANICAL TOYS



OVER
AND UNDER
50c

Billy says, "Gee, this is a speedy action toy. Watch the racer shoot

down the incline onto the track, race to the end and return, to be elevated and shot out again." 30 trips on one winding.

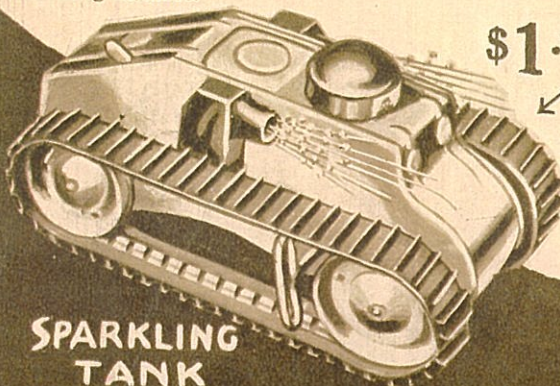


The Car With
a Real
Electric
Horn

**AIRFLOW
SEDAN**

\$1.49

"Listen! This beautiful, airflow Chrysler sedan, finished in maroon, now has a real electric horn that sounds every 5 feet," says Billy. 14½ ins. long—a big car. Strong wind-up motor runs long distance.



\$1.69

**SPARKLING
TANK**

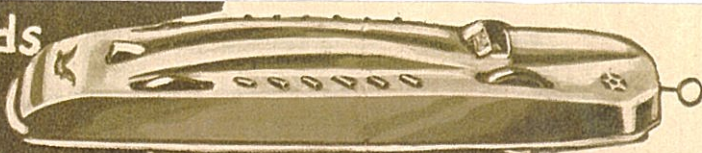
"A war tank," said Billy. Two heavy guns on turret boom away with a roar, sparks shooting out, as this big, powerfully motored tank climbs over all obstacles.

**GARAGE
AND
CARS**



"Did you ever see such a big set?" Billy asked. "Ten bright-colored steel autos, trucks, racers, etc., each one different, and a cardboard garage."

\$1.00



**SPEED-FLASH
BLUEBIRD AIRFLOW**

"Bluebird Airflow breaks all speed records," is Billy's opinion "like its big brother did at Daytona Beach."

95c Powered by instant-wind motor—just pull out the spiral rod.

NO WINDING NO KEY NO BATTERY



**WHAT
MAKES
IT RUN**

**THE
MYSTERY
CAR**

50c

Billy asked, as you will, "What makes it run?" You have to see it race along, as if by magic, without winding, without key, without battery. But any child can operate it. Modern streamline design. 13 ins. long.

MOTORIZED CARS

Take it from Billy—"lots of play value here." Set of 5 snappy, rubber-tired autos in bright color, three with wind-up motor, two without.

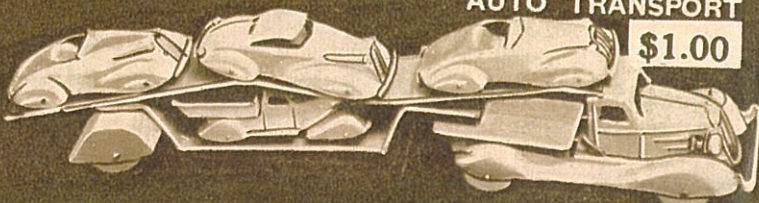
50c
Set of 5



Famous MARX TOYS

AUTO TRANSPORT

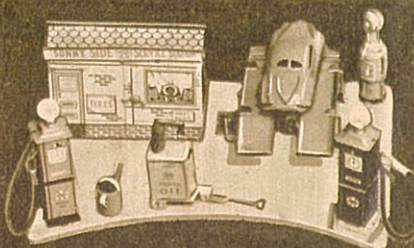
\$1.00



SERVICE STATION

Boy! Have your own Service Station with electric lighted gas pumps, air pump, portable oil tank, water can, gas station and elevated car lift with light underneath.

\$1.00





Girls - here are my favorite DOLLS

"CUDDLY" a dear Little BABY DOLL

"Girls, a marvelous, big baby doll," Ruth tells her friends. "She goes to sleep, her eyes have real lashes. Lay her down and she cries. Dressed in dainty organdie with a bonnet. Socks and booties, too.

22 ins. Tall

\$1.84



"TRIX"

"Trix is a big girl that you'll love," says Ruth. All composition, a head that turns, movable arms and legs. Dressed in cute print dress, underwear, stockings and shoes and she wears a bow on head.

22 ins. Tall.....

98c

16½ ins. Tall.....

49c



"STREAMLINE" DOLL COACH

"I'm so proud of my dolly when I take her for a stroll in this fine new streamline coach," says Ruth. "It's just right for my 20-inch tall doll—she sits up and looks out of that cute window." Body 18x8 ins.

and hood of flat fibre, enameled cafe color. Rubber tired wheels.

\$2.39



"CURLY" HAS A GORGEOUS HEAD OF REAL HAIR

Ruth calls Curly her Sweetheart. "So pretty, with real hair and long curls, a little mouth that's open to show her teeth and tongue. She sleeps, of course. Dressed in her fancy party dress with a bonnet to match; she also has underwear, shoes and stockings."

19 ins. Tall..... \$1.84



She's a modern young lady—all composition—with turning arms and legs, dressed in a cute dress, underwear, shoes and stockings.

9½ ins. Tall

25c

famous QUINTUPLETS BABIES

"Everybody loves my Quintuplets," says Ruth. "They're such cunning darlings, each in a diaper and wrapped in a blanket. When I put them to sleep in their wicker basket they look so dear." Each of the five dolls is 8 inches tall.

\$2.19



PLUSH ANIMALS

Every child loves to cuddle these stuffed plush animals. There's a variety of dogs to choose from, also a bear, monkey and cat. Choice 98c



and cur - ly head dolls that tod - dle and coo

Some of the TOYS you know you'll want for

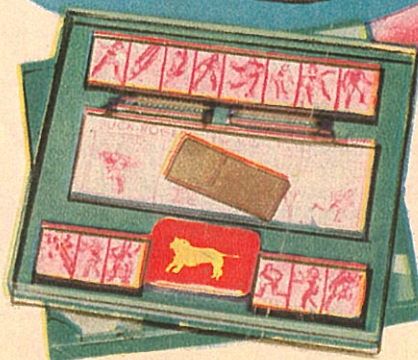


BUCK ROGERS

25th Century RUBBER STAMP PRINTING SET

Billy says: "Make your own cartoon strips of the 25th Century Adventures of Buck Rogers and his friends." Color and paste them in the scrap book included in this set. 22 stamps of Buck, Wilma, Dr. Huer, Killer Kane, Rocket Ship, etc., a stamp pad and 8 colored crayons.

\$1.00



"This is a good set, too," said Ruth. "Smaller than the other, but it has 14 stamps of Buck Rogers characters—enough to make many

cartoon strips in the scrap book supplied. There's a stamp pad and 4 colored crayons."

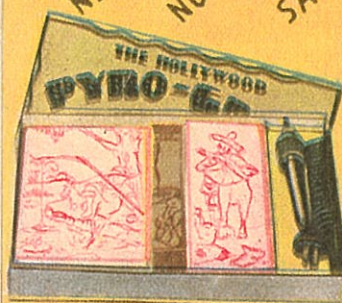
50c



An old FAD made NEW!

NEW • NOVEL • SAFE

PYRO-GRAF WOOD BURNING SET



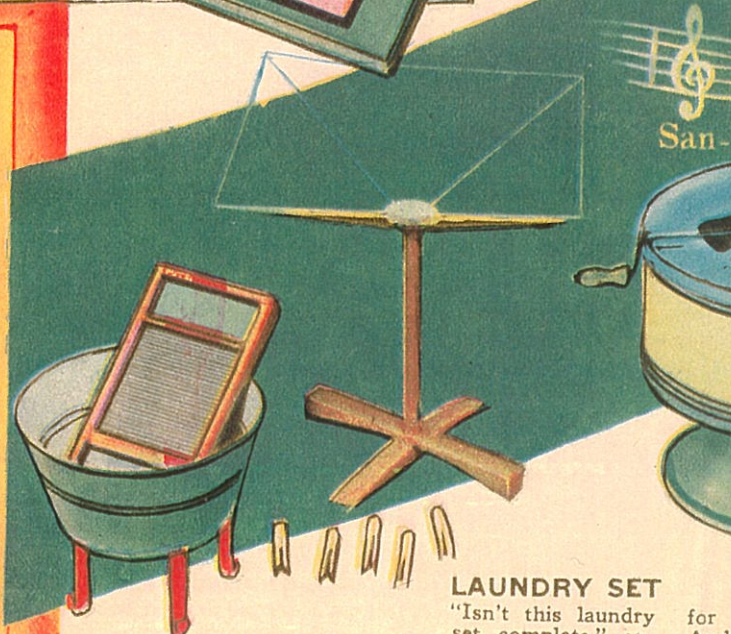
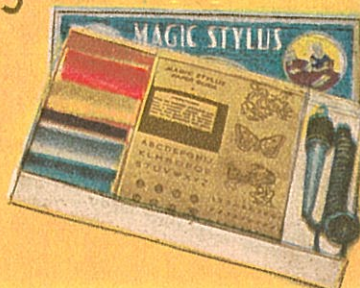
"I burn into wood all the characters in the funnies, then color them and put them up in my room," says Billy. Two stenciled wood plaques and leather bookmark in set, as well as the Electric Pencil

\$1.00

MAGIC STYLUS

Boys—here's real fun. Write, print your name or copy cartoons in gold, silver or in colors on leather, paper, wood, silk, etc. 6 sheets colored foil, lettering guide and Electric Pencil in this set

\$1.00



LAUNDRY SET

"Isn't this laundry set complete," exclaimed Ruth. "A wash tub on metal bench, a

little washboard, a clothes reel and 6 clothes pins."

49c

COMPLETE WASHING

Laundry Set: (Tub, Clothes Reel, Pins) and Sunny Suzy (small size) Washing Machine. Complete...

Billy and Ruth for Christmas

IM COOKING UTENSILS

"I shouted Ruth with joy, 'here's every-
need for cooking and baking in my play
12 pieces—Whistling Tea Kettle,
Fry Pan, Mixing Bowl, Pie Plate,
Biscuit Pan, Mixing Spoon, Bread
Pin, Cooky Sheet **\$1.00**
Butter

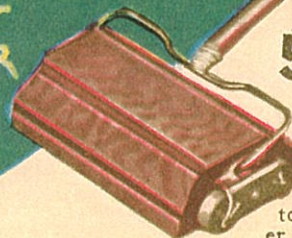
ANING SET

"gives me all the things to
her with her cleaning,"
Sweep Brush with
le, Window Clean-
Pan with long
Hand Mop
Ami and
ust
or **50c**



CARPET SWEEPER

50c

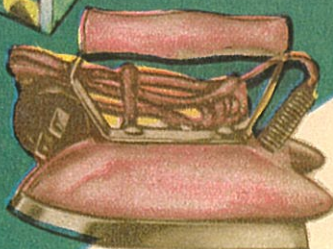


"This
toy sweep-
er really
sweeps—just like Mother's," was
Ruth's joyful cry. "And these
dust pans dump out the dirt. It's
the big size, too."

\$1.00

ELECTRIC IRON

"Let me help you with
the ironing this week,"
Ruth asked her mother.
"I can do it with this
nickel-plated, tip-
up model elec-
tric iron."
Red and
Green fin-
ish. With
cord . .



TOY STOVE (Not Electric)

Ruth said to her
friend, Mary, "Isn't
this a dandy big
stove to play
house? Look at
these 5 aluminum
utensils that come
with it. You can
open the oven
door and put
things
in."

\$1.00



WASHING MACHINE

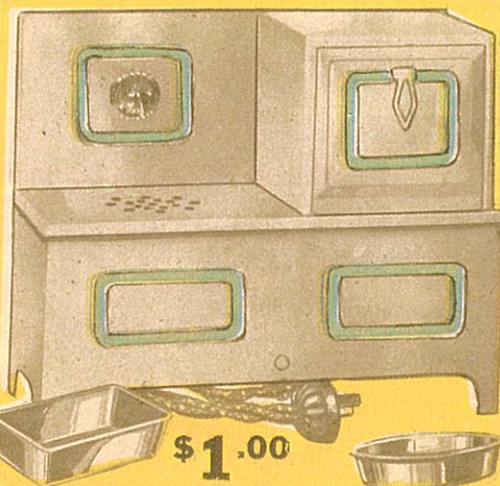
"Sunny Suzy will
wash my doll's
clothes and socks
— clean, too —
on is like Mother's big washer.
at cute wringer. I surely want

SET
and 4 Clothes
98c

Large **95c**
size . . .
Small **69c**
size . . .

America's Greatest Toy Value—ELECTRIC RANGE

Ruth was
overjoyed with
this real electric range.
"What a beauty," she said.
"Won't I bake cakes and pies
now for my tea parties?"



\$1.00

Things Billy & Ruth recommend for Little Tots



famous Halsam
PULL TOY BLOCKS
\$1.00

There's double play value for kiddies in these colored blocks in wood pull toy trucks.

50c

MUSICAL BLOCKS

A different toy that combines big nested blocks with a musical toy. Fitting each block into the larger one makes musical notes that entrance little folks.

95c

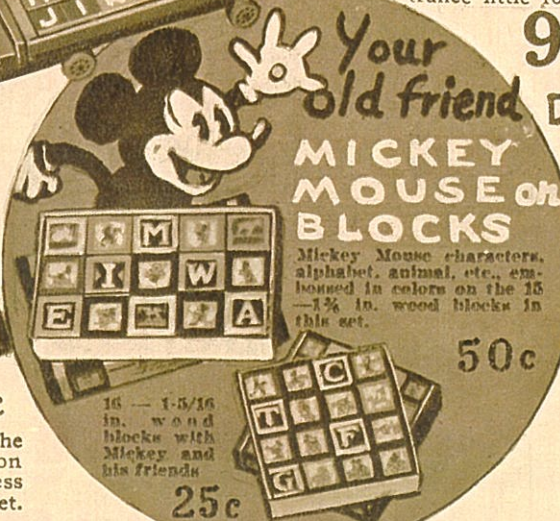


MAGIC BLACKBOARD



50c

Educational—spells out the name of the animal shown on the slide by pushing it down into recess in Magic Blackboard. 10 pieces in set.



Your old friend
MICKEY MOUSE on BLOCKS

Mickey Mouse characters, alphabet, animal, etc., embossed in colors on the 16—1 1/2 in. wood blocks in this set.

50c

16—1 1/2 in. wood blocks with Mickey and his friends

25c

DESK BLACKBOARD



"The Three Bears" Educational Boards

Fascinates—educates. See the Three Bears do their lessons.

Left—Adds numbers up to 5+12. Multiplies numbers up to 4x11.

\$1.00

Right—Adds numbers up to 4+11.

50c



Ruth's blackboard. Big slate-like writing surface on easel—turn it and you have a desk. Copy roll has 6 charts. Folds flat to be put away.

\$1.50

FASCINATING • EDUCATIONAL • AUTOMATIC

AMERICA ON PARADE

Can you name the 31 Presidents of the U. S. A.? You can with America-on-Parade. Insert picture of a President in the slot, move lever—his name and historical data on his term of office appears in window at bottom.

\$1.00



PEG-O-MAP

Do you know the capital of each of our 48 States—their principal cities, rivers, lakes and mountains? Peg-O-Map answers all these questions—automatically. You'll like this geography game—so will Mother and Dad.

\$1.00



To all my Girl Friends-
I know you will want these Toys. I
have them and have lots of fun
playing with them

Ruth



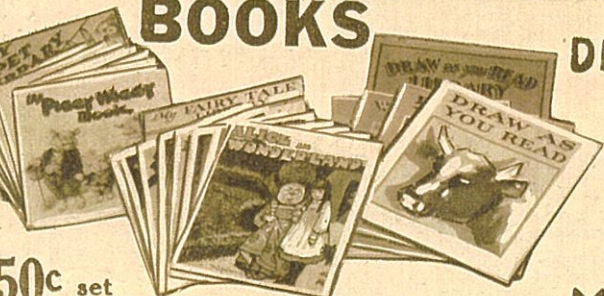
\$1.45

GROCERY STORE

"Let's play store," Ruth said to Billy. "O. K.," he answered. "It's great fun filling Mother's orders with this Grocery Store. For on our shelves is a stock of the things Mother buys. And we can take her order over the phone, weigh it on the scale and wrap it up—all things needed are included."



BOOKS



50c set

Like your choice—these are fine books to select from. "My Pet Library" contains 8 enette books about animals; there are 8 books in "My Fairy Tale Library," too. In the "Draw-as-you-read" set you'll find 4 books that teach drawing.

DIAL TOY PHONE

"I think I'll call up Daddy," said Ruth. Dial your number—electric bell rings and a voice says, "Hello," when you lift the receiver. Just like the modern desk telephone.

\$1.00



BELL RINGS RECEIVER SAYS "HELLO"

MULTI-COLOR TOP

You've never seen anything like it. All the colors of the rainbow are seen—beautiful colors that change as top spins. Every child will like this top.

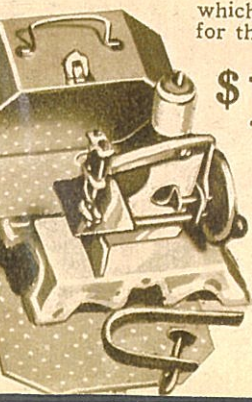
25c



SEWING MACHINE

"Little Mary Mix-up"

"I make my doll clothes on this sewing machine that's just like Mother's," says Ruth. Actually sews. In a nice, handled carrying case which has a drawer for thread, etc.



\$1.00

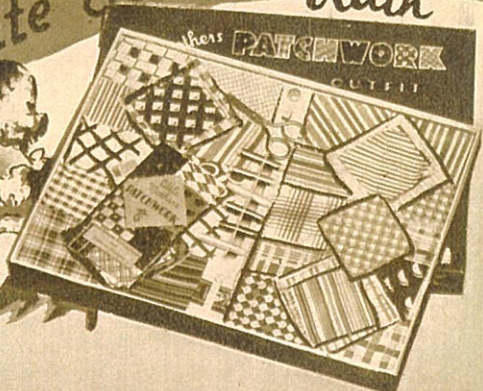


15

\$1.00

A doll, 3 dresses, 3 nighties, 2 rompers, coat, beret, scissors, needles, embroidery hoops and thread in a doll house box.

My Favorite Sewing Sets Ruth



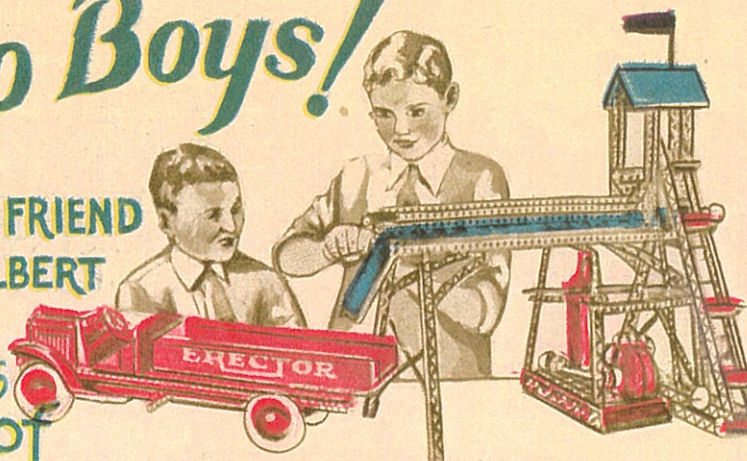
Make a patchwork quilt for dolly's crib or your own bed. 66 pieces of printed materials with scissors, thread, needles, thimble and directions.

\$1.00

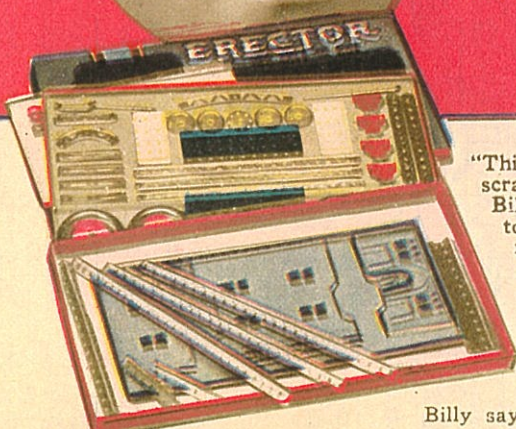


Hello Boys!

HERE'S OUR FRIEND
MR. A.C. GILBERT
WITH THE
NEWEST 1935
MODELS OF



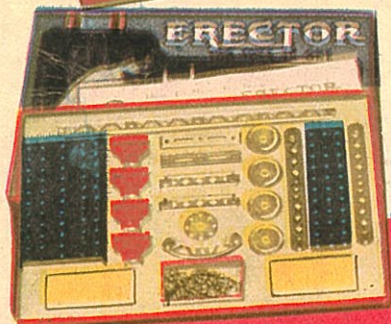
ERECTOR



"This set has the new skyscraper parts," commented Billy, "and strong girders to build the big, high models like ferris wheel, draw bridge, crane, elevator, etc. It's swell."

\$3.00

Billy says "Here's a dandy beginner's set that builds many models such as jib crane, battleship, wagons, trucks, etc."



\$1.00

"Look!" shouted Billy, "It's the Erector with motor that runs on house current. Boy, that's great. And what a lot of parts—pulleys, wheels, gears—even a gear box to hook up and run the models you build. Won't I make some neat ones with this!"

\$5.95



MYSTO MAGIC

"Say, did I spellbind 'em at the last show? I gave with the tricks in my Mysto Magic!" relates Billy. "So simple and easy to perform all sorts of clever tricks—the book tells how!"

\$1.00

PUZZLE SET

"Gee, but I fooled Daddy with some of these puzzles," Billy said, "I knew how to do them for the book gives you the solution to the 13 puzzles in this set."

50c



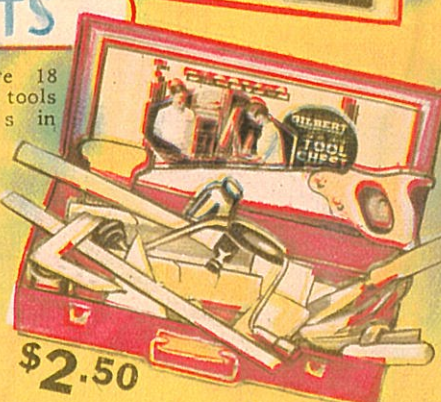
GILBERT TOOL CHESTS



"A Jim Dandy," Billy called it. 11 tools every young carpenter needs—books to teach the first steps. The red metal carrying case keeps them together—a lesson some older folks haven't learned yet. **\$1.00**



There are 18 practical tools for boys in this set—saw, hammer, square, screw driver, gauge, mitre box, brace—oh, just everything. And all in a red metal carrying case with brass handles that keeps tools where you can find them and free from rust.



\$2.50



Billy approves **STRUCTO STEEL TOYS** For every boy

DUMP TRUCK

Was Billy happy? "Boy, oh, boy!" he cried. "This dump truck is a peach. See, it dumps clear to the ground so all material drains out. You can operate it by lever on either side." Heavy steel in black enamel finish. 20½ ins. long. **FREE** scoop.

\$1.00

AUTO WRECKER

"I like this," says Billy, "because you can remove the wrecking boom and it becomes a regular truck. 20½ ins. long. The big lifting crane brings the break-downs back to the garage for repairs in a jiffy **FREE** scoop with this, too."

\$1.00

FREE SCOOP

"You'll get so much more fun out of your Structo Toys with this black steel scoop. For loading up your dump truck and digging your toys out of the sand. There's one **FREE** with your Structo Toy—I know you'll like it."

Billy

FIRE ENGINE

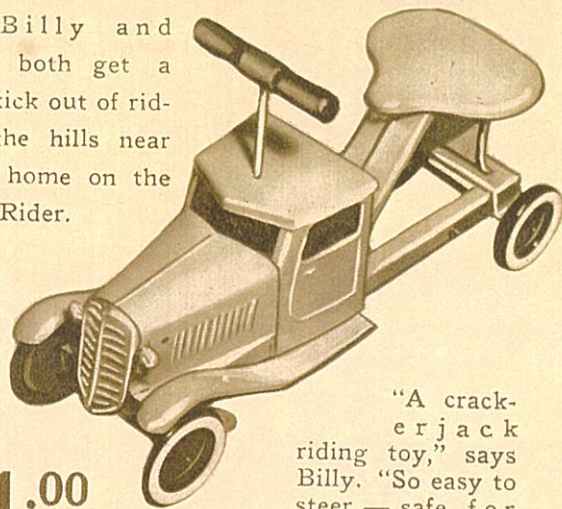
\$1.00

"Look, fellows, the two ladders can be hooked together to make a long ladder. A two-play value toy—when ladders and braces are removed, it is a swell speed wagon, 20½ ins. long." **FREE** scoop.

Famous

RED RIDER

Billy and Ruth both get a real kick out of riding the hills near their home on the Red Rider.



\$1.00

"A crack-er jack riding toy," says Billy. "So easy to steer—safe for any child," says Ruth. "Fast, too—you imagine you're driving a speedy truck when riding this." Latest type streamline. Made of heavy steel in red enamel finish.

STRUCTO HAND CAR

"Speedy—you should see it go," says Billy. You'll get a real thrill racing anything on wheels with the Structo Hand Car. The rowing action you get is the kind that builds muscle—it's wonderful exercise. A swell hill climber.

exercise A swell hill climber.

NEW

2.19



Modern, too, with free wheeling for coasting, automatic clutch brake and streamline design. A health-building toy for any child of 3 to 7 years of age.

17



San-ta Claus is com-in' to town.

PULL

TOYS



STREAMLINE TROLLEY CAR



\$1.00

**ELECTRIC
LIGHTED**

"Look, Ruth," shouted Billy, "at the smart streamlines of this new pull-along trolley car. Aren't the colors enough to make you wish you were younger and could have one? The bell rings and, see, it has an electric headlight."

PUSH and PULL (CHIME)



"Won't the little folks enjoy this?" queried Ruth. Gong sounds as toy is pushed along. Brilliant colors on wheels.

50c

"And tots all love Hobby Chime," rejoined Billy, "for horsie has real reins with bells on and that large, shiny nickel gong sends out word to get out of the way. Great, big, colorful wheels, too."

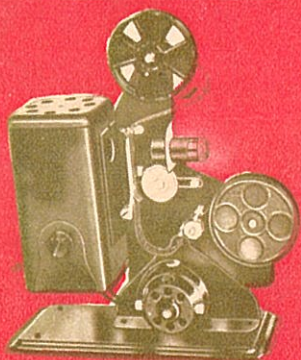
\$1.00



THE FAMOUS

Lindstrom

PROJECTORS

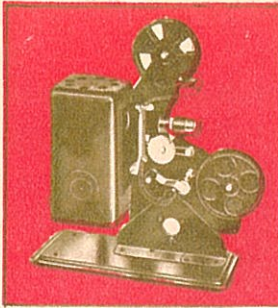


"Boy, oh, boy! Will I have real movies now?" Billy cried with joy. "This machine has a motor to run it and you can regulate the speed with this rheostat. It takes 100 ft. of 16 M. M. film—that's great."

\$4.95

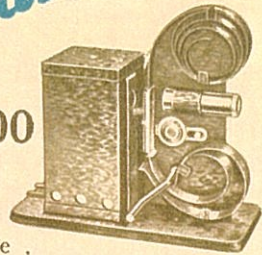
"And this Projector is just like the other one, except it doesn't have a motor—you run it by hand," answered Ruth.

\$1.98



Big Feature!

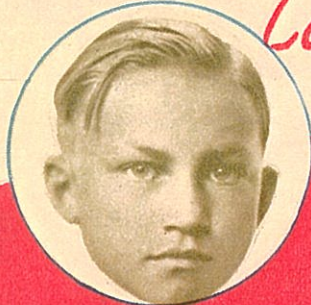
\$1.00



"Gee, this is a surprise," exclaimed Billy and Ruth in unison. "Just think of a Projector at this price that takes real 16 M.M. films from 6 to 12 ft. long. See, it reverses and gives continuous movement of pictures."

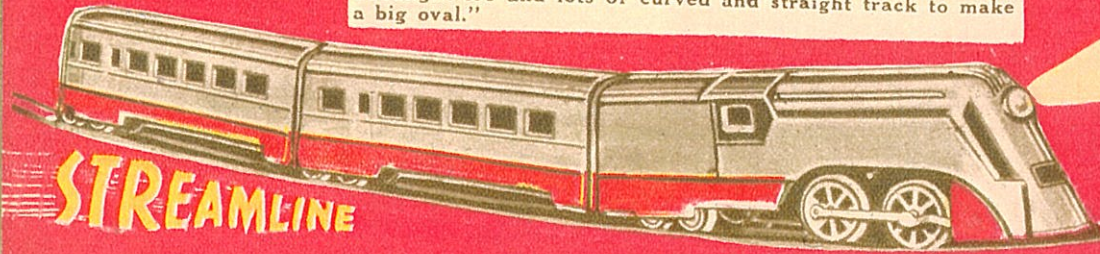
Look Fellows!

THIS BIG MECHANICAL TRAIN...



"Fellows, you've never seen such a swell train outfit for 98c!!!" Billy's telling his pals. "The newest streamline design in bright silver finish with a powerful wind-up motor. See that new coupling device and the enclosed vestibules. There's an electric headlight too and lots of curved and straight track to make a big oval."

98c



STREAMLINE

Be sure to see this train